

Nikkei Research Census of 265 Stores in Tokyo

Nikkei Research Inc. has released its new "Census of Stores" data.

TOKYO, JAPAN, February 14, 2024 /EINPresswire.com/ -- Nikkei Research Inc. has released its new "Census of Stores" data, in which usage behaviors concerning stores have been collected, targeting 60,000 consumers in the greater Tokyo area. The survey was conducted in September 2023, covering 265 locations (including large outlets) across Tokyo and three other neighboring prefectures.

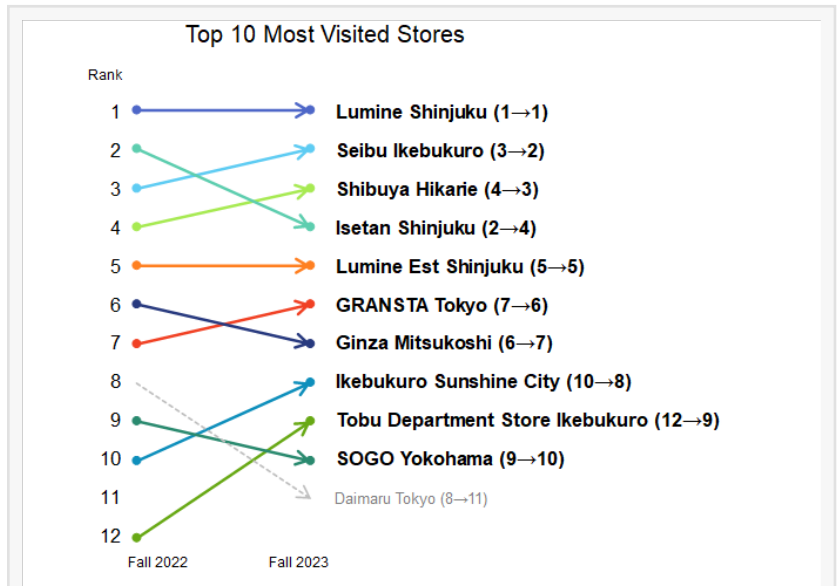
In the ranking of the most-visited stores over the past three months, Lumine Shinjuku remained in top position. It was followed by Seibu Ikebukuro and Shibuya Hikarie, both of which climbed one rank from last year. Department stores comprised half the seats in the top 10.

□N1□

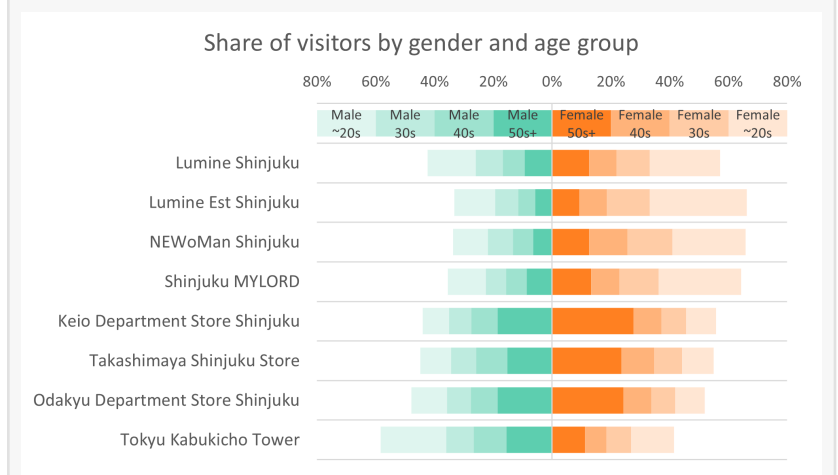
Each store's characteristics are revealed from the data.

Young females tend to frequently visit stores such as Lumine Shinjuku, Lumine Est Shinjuku, NEWoMan Shinjuku, and Shinjuku Mylord. On the other hand, Keio Department Store Shinjuku, Takashimaya Shinjuku Store, and Odakyu Department Store Shinjuku are popular among those in their 50s and above. Tokyu Kabukicho Tower is unique, having many male visitors, particularly those who are young.

□N2□



□N1□



□N2□

The Nikkei Research's Census of Stores data presents information on the usage status in this changing landscape of commercial facilities across the greater Tokyo area.

More details are available from the below links.

<https://www.nikkei-r.co.jp/english/column/9341>

<https://www.nikkei-r.co.jp/english/column/9342>

[Twelve Corporate Brand Types from 600 Companies in Japan](#)

[Nikkei Research Brand Strategy Survey 2023](#)

Nikkei Research's People Flow Measurement Solution Using LiDAR

Public Relations Office

Nikkei Inc.

pr@nex.nikkei.co.jp

This press release can be viewed online at: <https://www.einpresswire.com/article/687073853>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.